CLAIMS

1. A printed matter having a receiving layer for an ink jet recording ink for printing variable information formed on the entire or a part of the surface of a printing paper having fixed information printed by using a printing method selected from lithographic printing, relief printing and intaglio printing.

2. The printed matter according to Claim 1, wherein the receiving layer for an ink jet recording ink comprises at least two layers containing different ingredients respectively, at least one layer of them being a receiving layer comprising an ink-absorbing resin as its main ingredient and at least the other layer of them being a receiving layer comprising an ink-fixing resin as its main ingredient.

3. The printed matter according to Claim 2, wherein the receiving layer comprising an ink-absorbing resin as its main ingredient is a receiving layer for an ink jet recording ink containing at least one ink-absorbing resin selected from the group consisting of proteins, starches, celluloses, polyvinyl alcohols, polyvinyl acetals and polyvinylpyrrolidones.

4. The printed matter according to Claim 2 or 3, wherein the receiving layer comprising an ink-absorbing resin as its main ingredient is a receiving layer for an ink jet recording ink further containing a filler.

5. The printed matter according to Claim 2 or 3, wherein the

receiving layer comprising an ink-fixing resin as its main ingredient is a receiving layer for an ink jet recording ink containing at least one ink-fixing resin selected from the group consisting of resins having a cationic group in their molecules.

6. The printed matter according to any one of Claims 1 to 5, wherein the receiving layer is formed at least on the print film of the ink used for printing the fixed information.

7. The printed matter according to Claim 6, wherein the fixed information is printed with an oil-based ink by using the lithographic printing method or the relief printing method, and the receiving layer for an ink jet recording ink is formed at least on the print film of the oil-based ink, the receiving layer comprising one layer or two or more layers containing different ingredients, wherein the layer adjoining the print film of the oil-based ink contains a film-forming acrylic resin obtained by emulsion polymerizing monomers containing 15% by weight or more of a (meth)acrylic ester compound containing an alkyl group having 8 to 18 carbon atoms.

8. The printed matter according to Claim 6 or 7, wherein the fixed information is printed with an oil-based ink by using the lithographic printing method or the relief printing method, and the receiving layer for an ink jet recording ink is formed at least on the print film of the oil-based ink, the receiving layer comprising one layer or two or more layers containing different ingredients, wherein the layer adjoining the print film of the oil-based ink is formed from a coating

agent further containing 1 to 8% by weight of at least one film forming-improving agent selected from the group consisting of the compounds represented by the following general formulas (1) to (3):

$$Y^1\text{-}O\text{-}(X^1\text{-}O)n\text{-}Z^1 \quad (1)$$

$$Y^2\text{-}O\text{-}X^2\text{-}O\text{-}Z^2 \quad (2)$$

$$Y^3\text{-}OCO\text{-}X^3\text{-}COO\text{-}Z^3 \quad (3)$$

wherein X^1 denotes an alkylene group having 2 to 4 carbon atoms, Y^1 and Z^1 each denote an alkyl group having 1 to 4 carbon atoms, n denotes an integer of 1 to 4; X^2 denotes an alkylene group having 2 to 8 carbon atoms, Y^2 denotes H or an alkyl group having 1 to 11 carbon atoms, Z^2 denotes an alkyl group having 4 to 11 carbon atoms or an acyl group having 4 to 11 carbon atoms with the proviso that Y^2 is H, Z^2 denotes an acyl group having 4 to 11 carbon atoms with the proviso that Y^2 is an alkyl group having 1 to 3 carbon atoms, Z^2 denotes an acyl group having 2 to 11 carbon atoms with the proviso that Y^2 is an alkyl group having 4 to 11 carbon atoms; X^3 denotes a residual group of an aliphatic dibasic acid or an aromatic dibasic acid; and Y^3 and Z^3 each denote an alkyl group having 1 to 11 carbon atoms.

9. A printed matter, characterized in that variable information is printed by an ink jet recording method on the receiving layer recited in any one of Claims 1 to 8.

10. A method for producing the printed matter according to any one of Claims 2 to 8, characterized by printing fixed information and then forming the receiving layer for an ink jet recording ink with a coater or a printer by an in-line system.

11. A method for producing the printed matter according to Claim 7 or 8, characterized by forming the receiving layer for an ink jet recording ink with a coater or a printer by an in-line system on a printed surface still in a wet condition immediately after printing the fixed information with an oil-based ink.

12. The method for producing a printed matter according to Claim 10 or 11, wherein the receiving layer for an ink jet recording ink is formed with a coater equipped with an anilox roll and a rubber roll.